

BUSINESS EDUCATION WORKSHOPS

• DECEMBER 2015 • [WEDNESDAYS & FRIDAYS]

Date

12/2

*CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS

3:00 to 4:30 p.m.

Presented by the City of Chicago

To operate a successful business in Chicago you must know what it takes to maintain compliance. Officials from several City departments will provide insight to operate safely, stay compliant, help prepare for inspections and highlight the do's and don'ts of operating a healthy business.

12/4

RECORDING AND REPORTING - ESSENTIALS FOR GROWING A STRONG BUSINESS

9:30 to 11:00 a.m.

Presented by Virginia McGann, Value Management Resources

This session will detail the importance of maintaining financial records, what must be recorded and how to do it accurately and efficiently. You will learn the standard reporting formats, and how your numbers reflect your business performance. Includes comprehensive review of profit and loss and balance sheet reports.

12/9

DIGITAL MARKETING: WHICH TOOL IS RIGHT FOR YOUR BUSINESS?

3:00 to 4:30 p.m.

Presented by Tom Wright, Red Cannonball

Learn the digital marketing channels that will work best for your business. Learn how to test marketing channels that deliver results to produce revenue for your business, effectively pick your marketing tool that will deliver the best results for your business as well as the various channels and strategies involved to determine return on investment.

** Workshop offered once a month.*



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/ChicagoBACP



Date

12/11

CUSTOMERS WANT EXPERIENCES, NOT JUST THINGS

9:30 to 11:00 a.m.

Presented by Cynthia Williams @ www.ideationzone.com on behalf of the Coleman Entrepreneurship Center of DePaul University

Consumers today are spending more of their money on experiences that yield enjoyable, remarkable moments. Yet many businesses, so focused on selling products and services, give little thought to the story they are creating. The experience is what consumers remember most about the stuff they buy and the story they share with their friends. Therefore, experiences are becoming how consumers define themselves across social media. Learn how to make stories that people love to tell.

12/16

HOW TO START A NONPROFIT

3:00 to 4:30 p.m.

Presented by Jody Adler, The Law Project of the Chicago Lawyers' Committee for Civil Rights under Law

Learn the ins and outs of starting a nonprofit charitable organization. This workshop covers the difference between a for profit and a nonprofit, the legal steps to obtaining tax exemption, and the on-going reporting requirements.

12/18

BUYING AND SELLING A NEW BUSINESS

9:30 to 11:00 a.m.

Presented by Lema Khorshid, Fuksa Khorshid, LLC

Find, evaluate, and negotiate. We will discuss business sales and acquisitions, business valuation, due diligence, powerful negotiations, and financing options. Learn why buying a business could be an alternative to starting new business. Develop skills in analyzing new business opportunities and negotiating business purchases or sales.

12/23

NO WORKSHOP DUE TO HOLIDAY

12/25

NO WORKSHOP DUE TO HOLIDAY

12/30

NO WORKSHOP DUE TO HOLIDAY

Happy New Year! The Small Business Center will continue to offer free business workshops in the New Year with many new and exciting topics.



All workshops are FREE and are located at the
City of Chicago Department of Business Affairs and Consumer Protection
City Hall, 121 N. LaSalle St., Room 805

Space is limited. Please reserve your attendance by calling 312-744-2086

or email BACPoutreach@cityofchicago.org

To learn more about BACP's workshops, visit www.cityofchicago.org/businessworkshops

